

Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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R 202304Z APR 76

FM AMEMBASSY DAMASCUS

TO USDOC WASHDC

USIA WASHDC

INFO SECSTATE WASHDC 7324

UNCLAS DAMASCUS 2433

USDOC FOR DIBA/OIM/MCCOWEN

USIA FOR INA AND ICS

E.O. 11652: N/A

TAGS: BEXP, SY

SUBJECT: DAMASCUS INTERNATIONAL FAIR - USIS

REF: A-. STATE 91565, B. DAMASCUS 1941

1. APPRECIATE FURTHER INFORMATION O N JOINT USDOC/USIA
EXHIBIT "BUILDING A NATION" PREVIOUSLY USED IN US
PAVILIONS IN TRADE FAIRS IN ACCRA AND KNISHASA. USIS/
DAMASCUS FULLY FAMILIAR WITH EXHIBIT'S EXCELLENT PRESENTATION
WHICH COULD SERVE AS USA HIGHLIGHT CENTERPIECE IN DAMASCUS
FAIR, FORMING IDEAL COMBINATION OF BICENTENNIAL THEME AND
GENERAL DEVELOPMENT THEME, AS EMBASSY EMPHASIZED IN REF B,
AND WOULD ALSO STRONGLY UPGRADE OUR VISUAL PRESENTATION
WHICH EMBASSY HAS BEEN STRESSING OVER PAST FEW MONTHS
(INCLUDING AMBASSADOR'S RECENT CONSULTATIONS IN WASHINGTON) --
LACK OF WHICH WAS MAIN DRAWBACK IN 1975 PRESENTATION. SUCH
LACK DURING 1975 SHOW HAS BEEN COMMENTED UPON SPECIFICALLY
TO AMBASSADOR AND OTHERS OF EMBASSY STAFF BY WIDE RANGE
OF KEY SARG LEADERS.

2. AT THIS POINT, HOWEVER, WE FACE PRACTICAL DILEMMA IN
HAVING NO IDEA OF PLACEMENT OF A-2 DESIGN SYSTEM IN OUR
PAVILION, HOW MORE FREE-FLOW MOVEMENT AND MORE ATTRACTIVE
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EXHIBIT PLACEMENT IS BEING DESIGNED BY USDOC DESIGNER ALONG

WITH PAVILION STRUCTURAL CHANGES. ACCORDING TO USDOC
BOOTH NUMBER CALCULATIONS, RECENT FIRM VERBAL
COMMITMENT FORM ADDRESSOGRAPH (DAMASCUS 2385) COMMITS LAST
AVAILABLE BOOTH SPACE. HOWEVER, SINCE WE DO NOT KNOW BOOTH
LAYOUT IN DAMASCUS PAVILION, WE DO NOT KNOW POSSIBILITIES
FOR OTHER AVAILABLE EXHIBIT SPACE IN PAVILION.

3. EMBASSY THEREFORE RECOMMENDS THAT DECISION RE JOINT
USDOC/USIA EXHIBIT "BUILDING A NATION" OR OTHER EXHIBIT BE
HELD IN ABEYANCE UNTIL MAY 1 ARRIVAL OF MCCOWEN IN DAMASCUS
WITH USDOC LAYOUT OF A-2 SYSTEM IN OUR PAVILION. EMBASSY
STRONGLY IN FAVOR OF EXHIBIT AND WANTS OPPORTUNITY TO WORK OUT
DETAILS ONSITE WITH MCCOWEN. EXHIBIT DECISION THEREFORE SHOULD
BE HELD IN ABEYANCE AND NO DECISION TAKEN UNTIL AFTER
MCCOWEN'S ARRIVAL HERE.
MURPHY

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